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May 13, 2016

**To:**

Rick Scott  
Special Assessment Unit  
Office of the Los Angeles City Clerk

**From:**

Jessica Lall  
Executive  
Director  
South Park Business Improvement District

**Subject:**

South Park Business Improvement District (SPBID)  
1st Quarter Report, January 1, 2016 to March 31, 2016

As required under **Agreement No C-121665**, with the City of Los Angeles, I am submitting our 2016 First Quarter Report summarizing key activities of the South Park Business Improvement District.

**SIDEWALK OPERATIONS/BEAUTIFICATION (SOBO)**

- On February 3, the Sidewalk Operations/Beautification (SOBO) Committee in conjunction with the EBO Committee held their regularly scheduled committee meeting.
- Continued to use and update Accendo software into Clean and Safe teams, including use in mobile kiosk deployment and pressure washing schedules.
- Examples of common services provided are detailed maintenance passes in the district surrounding an event. Prior to and after the event, the sidewalks and curbs are thoroughly cleaned. Safe ambassadors handle patrols during the event. These patrols made the events more enjoyable for those within our district, as well as those visiting the businesses and organizations in our district.

**SOUTH PARK BUSINESS IMPROVEMENT DISTRICT**

1100 S. Flower St. #3400, Los Angeles, CA 90015

[www.southpark.la](http://www.southpark.la)



- Continued making custom reports upon request for residential buildings and businesses of all Clean Team and Safety Team data for a specified amount of time, in order to convey the services that have been provided in the district. This includes all Guard Tour check-ins, requests, and regular maintenance.
- Continued to service all zones in the district on a daily basis with sidewalk and curbside sweeping.
- Continued bike registration program and drives at local residential buildings in order to deter thefts. All data is logged in StackFM. This information is being shared with LAPD, and local residential HOAs are being involved to help include all residents.
- Connected with USC PhD program utilizing resources to deploy safety and divert criminal behavior. Clean and Safety Team Supervisors provided 18-months of data for analyzing.
- As of March 31, total sidewalk operations/beautification expenditures (security and maintenance) for the first quarter were **\$231,365.00**.

## Safety

- SPBID Safety Manager reviews data and reports daily. Safety Manager also creates Daily Operation Reports, Weekly Synopsis Reports, and Monthly Operational Reports. Adjustments to program are made from the data and information received.
- SPBID Safety Manager attends weekly crime control meetings with LAPD at the Central Station. These meetings provide information on criminal activity in the district.
- SPBID Safety Manager met weekly with SPBID staff to review requests and policies.
- SPBID officers met weekly with L.A. LIVE security to keep updated on security activity and events.
- SPBID officers make contact with LA Convention Center security once a month to receive any pass downs or additional info on events.
- SPBID officers continue to assist LAPD with the Illegal Vendors Task Force. The officers monitor and locate the vendors; LAPD advises on the confiscation and disposal of the vendor illegal merchandise.
- SPBID Safety Manager conducts district checks throughout the day to monitor crime and any activity out of the ordinary. This also includes making contact



with surroundings businesses to ensure they are receiving the service(s) requested.

- Continued wake up calls at 6:01am every morning to relocate all homeless encampments in the South Park District to comply with the Los Angeles City ordinance of no encampments between the hours of 6:00 AM– 9:00 PM.
- Accompanied staff to complete Merchant Contacts; meeting with business owners to informing them of the services the BID offers.
- Updated Merchant Contact process
- Continued “talking points” cards allocated to Safety Ambassadors to have information on-hand for anyone with general inquiries on the things happening within the district.
- Safety Team worked closely with LA County Public Health on illegal vending and assisted with crime prevention throughout the district.
- Safety Team focused on public street disorder and panhandling.
- Safety Team makes patrols 24-hours a day, seven days a week by foot, bike, Segway, or vehicle.

#### **SECURITY "SAFE TEAM" STATISTICS 1<sup>st</sup> QRT 2016**

	<b>January</b>	<b>February</b>	<b>March</b>
Observations*	998	551	1,245
Merchant Contacts	51	41	108
Resident Contacts	0	6	11
Citizen Assist**	37	22	53
Vehicle Tags***	0	0	0
Calls for Service	79	11	84

\* Observations are proactive security efforts, i.e. crimes in progress, welfare checks, emergency assistance, and extra patrols.

\*\* Citizen Assists are minor assistances, i.e. information, directions.

\*\*\* Vehicle Tags are when security places a friendly warning tag on unsecured vehicles with visible items of value.



## Maintenance

- South Park Director communicated on a weekly basis with the LA Conservation Corps account manager.
- SPBID Clean Team Manager met weekly with SPBID staff to review requests and policies.
- SPBID Clean Team continued to modify clean team staff schedules to provide the highest levels of services at peak demand times.
- SPBID Clean Team is focused on pressure washing areas that are needed for health and safety reasons to avoid any adverse impacts with the current drought situation.
- Maintenance staff special projects this quarter included:
  - January: detailing walls
  - February and March: painting all electrical polls
- Continued to service all zones within the district on a daily basis.
- Continued to service daily replacement of trash liners, cleanup of debris in alleys, graffiti abatement, pressure washing and removal of illegal stickers and flyers from light poles and/or electrical boxes.
- Continued to respond to business and constituent requests for abovementioned daily service.
- Continued to work closely with Safety Team and LAPD picking up abandoned items and keep all zones clear of debris. This includes maintaining freeway underpasses free of debris.
- Continued daily patrols made by the Clean Team Manager throughout the district. Corps members are trained to survey the area for any issues when working in the district and report details to the Manager or safety officers.
- The Clean Team Manager conducted weekly driving inspections of the district.
- Clean Team Manager continued to follow up on district maintenance issues and to plan trainings for corps members and other staff.
- Clean Team staff continued to set up street furniture at the Parklet and kiosk Monday through Sunday.



- Schedules continually modified to accommodate district events and surrounding venue schedules in South Park. Areas were cleaned prior to and after for events held within the district such as the Parklet ribbon cutting and Green Carpet events. Staff ensured all trash cans were continually emptied during the event(s).
- Special Events Maintenance:
  - January:
    - LA Art Show @ Convention Center
    - Kings Game @ Staples Center
    - Calibash @ Staples Center
    - Lakers Game @ Staples Center
    - Clippers Game @ Staples Center
    - Citizenship @ Convention Center
    - Medical @ Convention Center
  - February:
    - Citizenship Ceremony @ LA Convention Center
    - Boat Show @ LA Convention Center
    - 3 on 3 @ LA LIVE
    - Lakers Game @ STAPLES Center
    - Clippers Game @ STAPLES Center
    - Kings Game @ STAPLES Center
    - Grammys @ STAPLES Center
  - March:
    - Citizenship @ LA Convention Center
    - WonderCon @ LA Convention Center
    - Green Carpet @ O Red Mango Yogurt & Smoothies
    - Lakers Game @ STAPLES Center
    - Clippers Game @ STAPLES Center
    - Kings Game @ STAPLES Center
    - Justin Bieber Concert @ STAPLES Center
    - Maluma Concert @ Conga Room
    - Free Art Classes @ Venice Hope Park
    - American Academy of Allergy, Asthma, and Immunology – Annual Meeting @ LA Convention Center
    - World Floral Expo @ LA Convention Center
    - Association of Writers and Writing Programs – Annual Conference @ LA Convention Center
    - BDwest (Boutique Design West) @ LA Convention Center
- Staff and Corps Members Trainings:
  - January: 4 Corps members were trained on several zones, as well as District information, safety, guidelines and power tool
  - February: Corps members were trained on proper use of radios and codes.
  - March:
    - Two trainings were held during the month – first on proper use of tools



(hand and power tools) and the second one was on new routes, radios, and program guidelines.

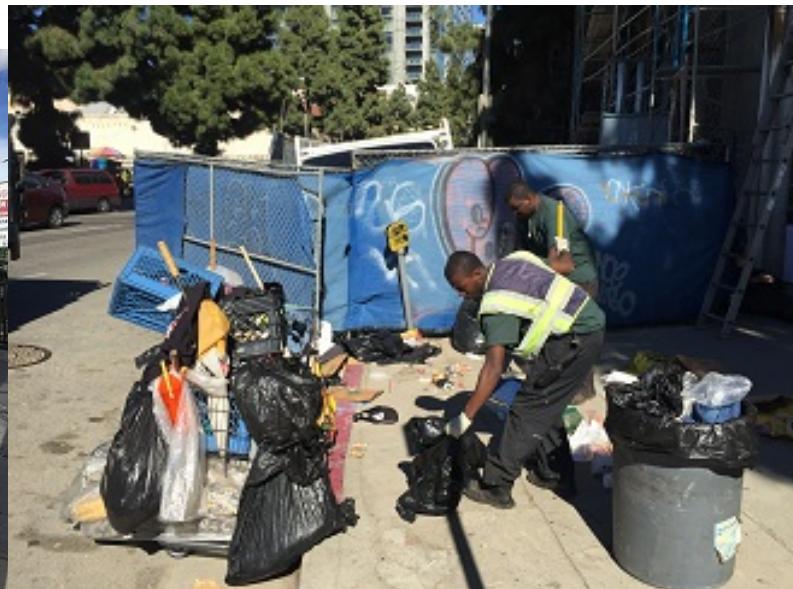
- Staff were assigned to take two online courses through “ThinkHR”, one on Workplace Safety and the second one on FMLA-What supervisors need to know.

#### **MAINTENANCE "CLEAN TEAM" STATISTICS 1<sup>st</sup> QRT 2016**

	<b>January</b>	<b>February</b>	<b>March</b>
Streets Maintained	4,154	3,886	4,154
Streets Maintained (linear feet)	2,065,096	1,931,864	2,065,096
Trash Disposed (bags)	2,080	1,911	2,280
Trash Disposed (pounds)	32,190	31,890	31,822
Bulky Items Disposed	64	25	14
Graffiti Removed (square feet)	2,539	5,130	2,906
Citizen Assists	349	336	451
Pressure washing (square feet)	3,050	3,000	4,150



### Examples of Clean Team work:





## **ENHANCED BEAUTIFICATION (EBO)**

- On January 14, a ribbon cutting ceremony was held to celebrate the completion of the Hope Street Parklet.
- On February 3, EBO Committee in conjunction with SOBO held their regularly scheduled committee meeting.
- Met with property owners, LADCP and CD14 to work on green alley pilot projects. SPBID was chosen as one of three district areas to be included in this pilot program.
- Continued work on the South Park Walkability Project including working with project team to survey the area, refine design and develop budget.
- Met with developers to make them aware of South Park tree palette and talk about streetscape designs to enhance the districts public space.
- Progress updates on The Spot @ Hope St. are as follows:
  - Submitted materials and worked with Department of Public Works to obtain permit.
  - Coordinated with the City to resolve design issues related to the project.
  - Connected with LADOT regarding traffic concerns.
  - Loading zone locations are being analyzed.
  - Worked with Carmen Zella to develop programming and materials.
- Worked with CD14 to begin to coordinate 100 trees trimmed in the district.
- As of March 31, EBO expenditures for the first quarter were **\$70,121.00**.

## **DISTRICT IDENTITY/STREETSCAPE IMPROVEMENTS (DISI)**

### SPBID Communications

- On January 13 and March 9, the District Identity and Streetscape Improvements (DISI) Committee held their regularly scheduled committee meetings.
- E-newsletters sent out monthly.
- Regular email updates, "The South Park Post," were distributed to property owners, stakeholders, and interested parties. SPBID has received positive feedback from recipients.



- Website updates are as follows:
  - In March, the redesigned calendar page of the South Park launched.
  - Updates to the website were routinely performed.
  - Promoted local events from restaurants and businesses on both the website and social media.
  - South Park received the highest recognition, "Best in Class" for the category of Community, from the Interactive Media Council, Inc. The Interactive Media Awards recognize the best websites across multiple categories.
- The following press releases were distributed and both were featured on the nightly news:
  - On January 14, staff issued a release on the grand opening of the new community parklet on Hope St. through LADOT's People Street Program.
  - On March 13, staff issued a release regarding the construction fence public art project reducing graffiti at a test site by 96%.
- Utilized the mobile kiosk at local events, including those organized by the BID, large entertainment venues, and other local organizations.
- Staff launched a South Park Community Engagement Plan to better reach its residents and business owners.
- During the first quarter, social media, website, and newsletter subscribers' users rose by the following:

<b>South Park BID Stats</b>	<b>2016 Baseline</b>	<b>YTD</b>	
	<b>1/1/16</b>	<b>#</b>	<b>%</b>
Constant Contact / Database	4,128	401	10%
Facebook	1,019	242	24%
Instagram	2,011	728	36%
Newsletter Self Subscribers	256	81	32%
Twitter	1,391	506	36%
Website (session weekly avg)	71	62	87%
Website Unique Users	56	39	69%



### SPBID-Hosted Community Events

- The following monthly Green Carpet events, showcasing local businesses, were hosted by SPBID:
  - January: Coco Fresh
  - February: Triple 8
  - March: Red Mango
- Continued to host a series of free and public art classes in Venice Hope Park on March 12, 19 and 26<sup>th</sup>. Classes were well-attended by district resident low-income housing units.
- Continued Art Salon series, hosted at local business PYO Gallery. On March 30, the latest series was held.

### Community Involvement

- On February 8, LA-based artist Drew Merritt completed the newest mural in the district at Pico Blvd. and Grand Ave.
- Staff continued to participate in LA City Councilmember Jose Huizar's Street Closure Committee and publicize closures in the South Park neighborhood on social media and website.
- Staff continued to participate in the My Figueroa Communications and Marketing meetings to better convey street closure information to the DTLA Population and Los Angeles at-large.
- Staff continued to participate in the L.A. LIVE Alcohol Advisory Committee.
- Continued to work with the City on homelessness issues by attending LA City Council Homelessness and Poverty Committee meetings and making public comment when applicable.
- As of March 31, District Identity/Streetscape Improvement expenditures for the first quarter were **\$65,239.00**.

### **ADMINISTRATIVE/CORPORATE OPERATIONS**

- On January 26, Jessica Lall, Executive Director, was a panelist at the Cornell Real Estate Panel Discussion.
- On February 4, the LA Athletic Club Real Estate Event was led by Jessica Lall. Over 60 guests gathered to hear the latest SPBID developments and real estate.



- On February 25, the Board of Directors held their first regularly scheduled bi-monthly meeting.
- Josh Kreger, SPBID's Director of Real Estate & Planning, is running for the Business seat in the DLANC elections.
- Staff attended regular Council hearings and meetings on topics related to BID activities and spoke in General Comments on many of those occasions.
- Connected local developers with the correct government agencies/departments when requested.
- Continued work on developing Accendo database.
- SPBID completed office relocation.
- Staff attended regular meetings with DLANC Board and Committees.
- Continued to participate in CD14's Street Closure Committee to review all event-related street closures and community notifications in the downtown area.
- Created briefs and case studies on topics relevant to the Board and community.
- Staff sought applicants for two positions: Operations Manager and Office Coordinator.
- As of March 31, Administrative expenditures for the first quarter were **\$49,121.00**.

## CONTINGENCY/CITY FEES/RESERVE

NOTE: On the quarterly financial report (see last page), City fees and contingency expenditures are broken out as two separate line items; taken together, they equal this budget category.

As of March 31, contingency/city fees for the first quarter were **\$0.00**.

## TOTAL EXPENDITURES

As of March 31, total expenditures for the first quarter were **\$436,954.00**.



## TOTAL SUMMARIZED STATISTICS

*Quarterly statistics for mayor's COMSTAT report category total for quarter cumulative total*

CATEGORY	TOTAL FOR QUARTER	2016 CUMULATIVE TOTAL
Public Safety Incidents	-	
Trash Bags/Tons removed	4,417 bags / 99,053 lbs	4,417 bags / 99,053 lbs
Bulky Items Removed	137	137
Graffiti Removed	10,820 sq. feet	10,820 sq. feet
Weeded Areas	593 sq. feet	593 sq. feet
Citizen Contacts	174	174
Merchant Contacts	200	200
Spaces for Lease	8	8
Spaces leased	0	0
New Business	5	5
Landscaped Medians	N/A	N/A

**South Park Property BID**  
**Annual Limits & Year-To-Date Totals**  
**Quarter Ending March 2016**

BUDGET LINE ITEM	ANNUAL BUDGET	REVENUE TO DATE	AMOUNT THIS QTR	AMOUNT YEAR-TO-DATE	PROJECTED SPENDING FOR REMAINDER OF THE YEAR	EXPLANATION OF VARIANCE
Assessment Income	2,057,261		918,907	918,907	1,138,354	
City Fees	20,573		21,108	21,108	-	
Sidewalk Operations, Beautification & Order	999,486		231,365	231,365	768,121	
Enhanced Beautification	304,644		70,121	70,121	234,523	
District Identity & Streetscape Improvements	355,308		65,239	65,239	290,069	
Administration	219,094		49,121	49,121	169,973	
Contingency & Delinquency Reserves	158,156		-	-	158,156	
<b>TOTAL EXPENSES</b>	<b>2,057,261</b>	<b>-</b>	<b>436,954</b>	<b>436,954</b>	<b>1,620,842</b>	

**Other Income (Not included above)**

Penalty Income	1664
Interest Income (From LA City)	1971
Misc. Income	1950
<b>Total Other Income as of 3.31.16</b>	<b>5585</b>
<b>Other Expenses as of 3.31.16</b>	<b>2500</b>